



**For Immediate Release**  
**4/26/10**  
**PR10-11**

**Christopher Lorenzana**  
[christopher.lorenzana@sba.gov](mailto:christopher.lorenzana@sba.gov)  
**714.560.7453**

**SANTA ANA, CA** - Lisa Marie Platske, president and CEO of [Upside Thinking, Inc.](#) in Riverside, has been named Women in Business Champion of the Year by the U.S. Small Business Administration's Santa Ana District Office. Platske will be honored, along with other individuals, at the [47th Annual Small Business Week Awards](#) luncheon, June 2nd, at the Embassy Suites Anaheim-South in Garden Grove.

Platske was nominated by Michelle Skiljan, Executive Director of the [Inland Empire](#) and [Coachella Valley](#) Women's Business Centers.

The Women in Business Champion must be an individual who has demonstrated leadership in advocating for and supporting women's business ownership.

Upside Thinking, Inc. is a leadership development company committed to transforming the personal and professional lives of leaders. Platske, a high-energy, award-winning entrepreneur, speaker, coach and author, teaches professionals through motivational leadership seminars and workshops, coaching and consulting services, and resources and products.

After finding herself at a crossroads in life, Platske took a step down an unfamiliar path. She started Upside Thinking, Inc. without a business background or any friends and family in Southern California, but she had a simple idea and a strong desire to help women. Prior to founding Upside, Platske used her strengths and talents in law enforcement, where she worked with two federal agencies for over a decade.

Determined to continue making a difference, she had a vision of bringing women together to bring about change. Platske then took the important step of doing the work to make the vision reality. She wrote *Designing Your Destiny: Achieving Personal and Professional Success through Upside Thinking* after finding that many of the women she met could not answer three questions that Platske says need to be answered to enjoy true success. Women that have read the book provided feedback that they feel empowered and equipped to utilize Platske's leadership strategies to achieve success.

After settling into her community, and serving on several boards and committees, Platske founded the annual *Dare to Share* networking event and the *Leadership Success Summit* and personally paid for ten individuals that wanted to attend but lacked the financial resources to do so. The *Dare to Share* event gives women the opportunity to grow their businesses through facilitated exercise where participants are encouraged to relate on a personal level and share in a manner not typically encouraged at other networking events. The *Leadership Success Summit* empowers women by helping them capitalize on Upside Thinking's 7.5 Pillars of Success with the support of experts from each Pillar.

Platske has served in several leadership capacities for the [National Association for Female Executives](#) and [National Association of Women Business Owners](#), and was part of [Leadership California's](#) Class of 2007.

Every year since 1963, the President of the United States has proclaimed National Small Business Week to recognize the contributions of small businesses to the economic well-being of America. Small businesses are major contributors to the strength of the American economy. More than half of Americans either own or work for a small business. Sixty to eighty percent of new jobs in the country are created by small businesses. The SBA recognizes this special impact made by outstanding entrepreneurs and small business champions during festivities in Washington, D.C. in May and locally at the 47th Annual Small

Business Week Awards on June 2nd in Garden Grove.

Registration for the awards luncheon is available at [www.2010smallbizweek.eventbrite.com](http://www.2010smallbizweek.eventbrite.com).

National Small Business Week information is available at [www.nationalsmallbusinessweek.com](http://www.nationalsmallbusinessweek.com).

Additional information about the 47th Annual Small Business Week Awards luncheon is available by contacting [christopher.lorenzana@sba.gov](mailto:christopher.lorenzana@sba.gov) or 714.560.7453.

Information about the U.S. Small Business Administration is available at [www.sba.gov](http://www.sba.gov).